



Essex Takes Hundreds of Famous Records in Nation--Wide Tests

In Every Locality it Now Holds the Coveted Records for Every Type of Car Performance---Economy, Speed, Endurance, Acceleration, Hill-Climb and Reliability

IN A SERIES of the most dramatic tests ever made to prove motor car efficiency, Essex cars in all parts of America during the week of June 27th challenged and took practically every important record.

Six new cars, taken just as they came out of production, were driven at top speed from Detroit to Chicago, 303 miles. The fastest time was 8 hours, 8 minutes. Time for the last car to arrive, 11 hours, and 3 minutes. An average for it of 27 miles per hour.

One owner who had driven his car 35,000 miles, put his Essex over Wisconsin dirt roads during a heavy rain, a distance of 90 miles, in 2 hours, 4 minutes, which was better than 44 miles per hour.

A Denver owned Essex, with 22,000 miles to its credit, proved its easy riding qualities by carrying 288 crates eggs strapped to the rear seat. The car traveled 3,828 miles over mountain roads in a 6-day non-stop motor performance. Only 40 eggs were broken.

Owners' Cars Showed Economy and Speed

Still another Essex that had covered 19,000 miles in automobile rental service and on the original fabric tires, from a standing start topped El Paso's most difficult hill at 49 miles per hour. The best previous record was 36 miles per hour.

In Des Moines, two cars, one a privately owned Essex, that had previously gone 7,000 miles, the other one, which had set a 24-hour record over country roads. Combined, they traveled 4,816 miles in 144 hours of non-stop motor running. During the six days, the cars were stopped 2,137 times and carried 1,602 passengers.

At Dallas, Texas, an Essex which had seen 12,000 miles of service, established the world's dirt track record by covering 1,261 miles in 24 hours—average 52 1-2 miles an hour.

An Essex Sedan, fully loaded and on original tires that had carried the car 15,000 miles, traveled 221 miles over Maryland hills, averaging 23 miles to the gallon of gasoline.

A Columbus, Ohio, owner drove his 10-months' old Essex, which had gone 16,000 miles, to Washington, D. C., 403 miles, in 11 hours, 4 minutes. The crack Pennsylvania Railroad train requires 15 hours, 34 minutes for the trip. An Essex traveled 80 miles in 88 minutes from

Buffalo to Rochester, N. Y. The roadway is 12 miles longer than by rail—Essex time 4 minutes longer than that of the fastest train.

24 Cars in One Economy Run

Economy was shown in Connecticut by 24 owner-drivers, 12 going over the Mohawk Trail and the Hoosac mountains. The other traveled a coast route. The winning car averaged 24 miles to the gallon of gasoline. Average for all 24 over 216 miles of route for each, was 18.7 miles to the gallon. One car had seen 35,000 miles of service and averaged 21.2 miles to the gallon.

A Hastings, Neb., woman drove an Essex from Hastings to Lincoln, Neb., 109 miles, averaging 29 miles to the gallon.

Four women drove from Los Angeles over the coast route to San Francisco and return, via the Inland Route, with an average of 22.3 miles to the gallon of gasoline—no stop from any mechanical reason. A car starting from San Francisco made the round trip of 843 miles in 33 hours and averaged 24.5 miles per gallon of gasoline.

Also Takes Famous Hill Climb Records

The Rim O' the World record, in San Bernardino Mountains, was taken by Essex, climbing nearly 5,000 feet elevation over 8.8 miles of difficult mountain road in 17 minutes. An Essex defeated 19 other entries in the Sacramento, California, dealers' reliability run over the Sierra Nevada mountains—distance 261 miles—24.25 miles per gallon of gasoline.

And in Utah, 28 1-2 miles of mountain roads with heavy grades, climbing 4,528 feet, an Essex carrying 3 passengers made the run in 52 minutes. The best previous record was 66 minutes. Another Salt Lake owned car, with 10,000 miles to its credit, in 1 hour, 20 minutes, traveled 50.7 miles. The best previous record for this route was 1 hour, 37 minutes. Through a blinding snow storm, over Tioga Pass, with an altitude of 9,941 feet and over grades of from 6 per

cent to 37 per cent, Essex traveled 432 miles, averaging 15 miles to the gallon, and using 3 pints of oil. It ran several miles hub-deep in mud and towed another car containing 5 people, itself carrying 950 pounds of weight and one passenger.

Essex is the first and only car to climb 35th Street hill, Washington, in high gear, and the Tilden Street hill from a standing start. It crossed the top at 51 miles per hour. The same car towed a loaded 6-ton truck 16 blocks up this hill.

49 Cars Average 18.9 Miles per Gallon

Gasoline records were kept on 49 cars used in every kind of test, from the distance covered on a measured gallon to the six-day, non-stop performances. It in-

cluded hill climbs of the most sensational character and inter-city runs in all parts of the country, over all kinds of roads, in all kinds of weather, and at speeds from 5 to 72 miles an hour. Some were brand-new cars. One had already traveled 34,000 miles. The average was 18.9 miles to the gallon.

The above are but a few of the records made. Every locality now knows Essex for the accomplishment of some great feat. They know it for its speed, its hill-climbing ability and its flexibility and endurance.

In a thousand ways it has proved its supremacy in every imaginable test.

To list all records would require pages of newspaper space. It would apply to hundreds of cars. Some belong to owners who made the trials in a spirit of sportsmanship.

Now, Is There Anything Left For Essex to Prove?

Was greater proof ever submitted? Here in one week every kind of performance ability has been established by Essex. They cover not only the cars used in the hundreds of tests of all descriptions but their performance was so consistent that they bespeak similar abilities for more than 40,000 Essex cars as their owners know them.

Every question has been answered by Essex.

Men were long ago forced to recognize Essex performance. It is common remark that it is the speediest, quickest car on the road; and now, in face of these performances, who can doubt its stability?

Can Essex be second choice to any who want the economy which comes with light weight and the beauty, performance and luxury which comes with costlier cars? The Essex can be obtained at a moderate price.

No wonder its sales have also set a new record!

Watch the Essex

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Distributor Hudson and Essex

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For Service and Complete Stock Parts